

MORE "CRY" FOR A DAILY NEWSPAPER.

We gave prominence in THE AGE of July 24 to the "far cry" of Bishop Charles Spencer Smith and the Rev. Floyd G. Snelson of Mother Bethel for a "Thunderer," "a great daily newspaper," to voice, to proclaim, the needs and defend the rights of the colored people, the Negro, of the United States, and now we have a similar "far cry," with somewhat more coherence in it, from Dr. L. W. Kyles, A.M., of Mother Zion, in the A. M. E. *Quarterly Review*, which he is the new and very competent editor. Dr. Kyles has done the unexpected in resurrecting the *Review* from the dead, where it has groped or slumbered since Editor George W. Clinton ceased from journalism and became a Bishop. We turn aside to congratulate Dr. Kyles and Mother Zion on the excellence of the *Review* as an organ of light and leading. If it were possible to have a daily a shade more excellent than the *Quarterly*, Dr. Kyles' dream might become such a thing as a stubborn fact is made of. But is it possible? He says:

The fact that the Negro is at present denied a hearing in the press of the country argues the necessity of a great daily newspaper operated by and for the Negro. This is perhaps one of the greatest needs of the race today. It has been demonstrated beyond the question of a doubt that it is impossible for the race to get a fair hearing in the great white papers of the country. The papers which have hitherto been friendly toward the race, and demanded a square deal for the black men, have assumed a position of apathy on all questions affecting the Negro. The Associated Press is now thoroughly southernized and only the Southern side of all questions affecting the race can get a hearing.

The newspaper is a great and powerful influence in shaping the life and character of a race, and in securing race rights and privileges. A great daily Negro newspaper issuing from Washington, D. C., into white and colored homes in all parts of the country would be a blessing to the race and to the country. It would be a medium through which we could set ourselves right before the world, and make a manly fight for race rights and race recognition. We behold on every hand, almost every day, some new phase of race injustice, and race proscription. Judging from the turn which racial affairs seem to be taking, it will not be long before every right will be denied the race throughout the country. It is a thing that cannot be denied, that the white South is rapidly spreading itself, and unless the tide changes, the whole country will become southernized on all questions affecting the Negro.

A daily newspaper was started in New York City some years ago by General Howard Carroll, who had grown up in journalism with George Jones and the *New York Times*. It cost one million dollars to produce the first copy of the *New York Recorder*. It had a first-class modern equipment of machinery—plant, brains and news franchises—and experience in the production of a "thunderer," "a great newspaper." It staggered and halted from the start, and after a few years, when its whole capitalization had been devoured by expense, it was sold under the red flag for a little more than twenty-five per cent. of the cost of producing the first copy. The promoters must have sunk \$2,000,000 in the effort to produce another daily newspaper in New York, where there was no demand for another, there already being too many for the good of their owners or the public good. That is the situation now in New York City. More than half the morning and evening dailies could be burnt as chaff to the general advantage.

There never was an honest demand for anything that did not produce an honest supply. There does not exist in the whole country an honest demand for a Negro daily newspaper of the sort Bishop Smith, Dr. Snelson and Dr. Kyles dream of, nor \$1,000,000 to capitalize it, nor the steady reading and advertising constituency to support it. That is the plain truth. And yet, of the 10,000,000 colored people in the country at least 1,000,000 read white daily newspapers. There are more colored people who read "the colored column" in the *Jacksonville Daily Metropolis* and the *Atlanta Daily Constitution* than read their own *Florida Sentinel* and *Independent* published each week in each of those cities. The same condition prevails among the 147,000 colored people of Greater New York and THE AGE and white daily newspapers. One hundred thousand of them read the white dailies and some 30,000 THE AGE weekly, their own. There is neither capital, readers, advertisers nor inclination among them to capitalize and sustain THE DAILY AGE as the great daily newspapers are capitalized and sustained.

The colored people of the United States are no longer children as citizens, as "men and brethren"; they are fifty years, a century, old; and while they

think in big terms of the Nation and talk in big figures of the Standard Oil Company, they still do things in the terms of the hamlet and the figures of the city one-penny crap shooter. When they have \$25,000 or \$100,000 given them to disburse for a given purpose they spend most of it on wrangles, gew-gaws and protests. We quite agree with Dr. Kyles that it "is apparent that Negroes must get together throughout the country and form co-operative movements in defense of the race. We have been too long divided on questions which affect our welfare, and have depended too much upon external influences for the solution of our problems. We have trusted too fully the white man." Change the condition, trust ourselves more and the white man less, and we shall soon have the great weekly, the great daily, the great monthly, the great quarterly. THE AGE has done for thirty years, and is still doing, what "the condition."